



2005/2006 Media Kit

About Home to Home

Updated November 14th, 2005

Why Readers Choose Home to Home Calgary + Area

Home to Home readers are motivated to buy real estate, and the vast majority of them are within the prime homebuyers target market - meaning they are qualified to buy. Every 4 weeks, *Home to Home* publishes meaningful editorial content & MLS® statistics backed by the most credible real estate information source in the city, the Calgary Real Estate Board.

Harness the power of our motivated, informed readers that are more likely to call YOU to inquire further on your advertising content

Circulation, Readership & Website Viewers

Home to Home maintains an extensive distribution network that is concentrated in highly visible areas (known to generate a lot of walk-by traffic) in & around the City of Calgary. With over 800 active locations located everywhere from your public library to your local grocery store - we've got you covered. *Home to Home* is constantly monitoring, researching and recording data from our stand locations to help solidify our position as the #1 monthly real estate publication in Calgary & area.

Over 20,000 copies of *Home to Home* are distributed every 4 weeks, guaranteeing a longer time period that the publication is in the hands of the most important people - our loyal readers.

If you think a *Home to Home* Calgary stand would look good in your real estate office - please e-mail us at: hometohome@creb.ca

The Home to Home Magazine website is expected to generate over 12,000 unique visitors weekly (similar to the Calgary Real Estate News website), with all property information updated daily. Taking into account the information is constantly being updated, it gives our readers a reason to continually return to the site to browse though the newly posted information.

Founders Club

Do you want to help kick things off at *Home to Home*? Being a founding advertiser has its benefits:

- An added discount on multiple insertion rates in *Home to Home*
- Significant discounts off advertising in the Calgary Real Estate News (for your first 6 or 13 issue contract) and *Home to Home* - if you advertise in both publications
- Your name & photo published as a founding member on the *Home to Home* website, as well as your name (and photo - space permitting) published in the Calgary Real Estate News
- A free banner ad on the hometohome.com website directing the public to your website (2 month duration)
- A membership certificate presented to you for being a founding advertiser in *Home to Home*

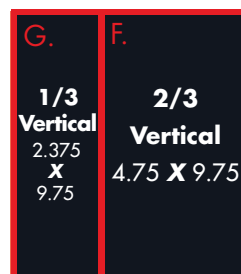
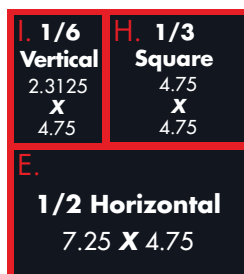
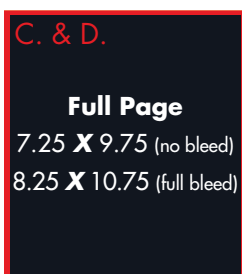
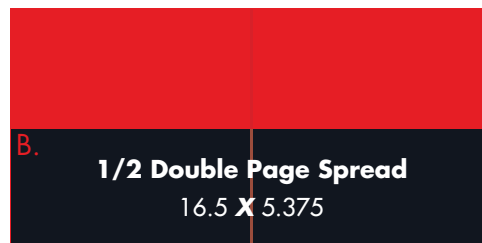
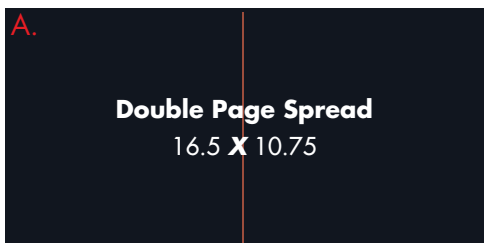
If we've piqued your interest, please call Gloria Wong at: (403) 781-5447 for more information

Specs / Mechanical Requirements

Magazine Dimensions

Trim Size (Finished Booklet)	Width	X	Height
A. Double Page (full bleed)	16.5"	X	10.75"
B. Half Double Page (bleed)	16.5"	X	5.375"
C. Full Page (full bleed)	8.25"	X	10.75"
D. Full Page (no bleed)	7.25"	X	9.75"
E. Half Page Horizontal (no bleed)	7.25"	X	4.75"
F. Two Thirds Page Vertical (no bleed)	4.75"	X	9.75"
G. One Third Page Vertical (no bleed)	2.375"	X	9.75"
H. One Third Page Square (no bleed)	4.75"	X	4.75"
I. One Sixth Page Vertical (no bleed)	2.3125"	X	4.75"
J. One Twelfth - Database (no bleed)	2.3125"	X	2.3125"

Thumbnails of Ad Sizes





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2005/2006 CREB Publications® Bundled Rates

Home to Home/Calgary Real Estate News

Advertisers in Home to Home will earn **HIGHER DISCOUNTS** if they advertise in the Calgary Real Estate News. These **Crossover Discounts** apply to all ads placed in the Calgary Real Estate News, and are as follows:



Gold Rate Card

Shows Impact of multiple-issue commitment in Home to Home & annual contract in CREN
Impact is:

15% discount on Calgary Real Estate News Annual Contract Rate
Between 10% - 20% discount on multiple insertion in Home to Home



Silver Rate Card

Shows Impact of multiple-issue commitment in Home to Home & 1 issue of CREN
Impact is:

20% discount on Calgary Real Estate News colour ad
Between 10% - 15% discount on multiple insertion in Home to Home



Bronze Rate Card

Shows Impact on advertising cost for **1 ad in each publication**
Impact is:

20% discount on Calgary Real Estate News colour ad
10% discount on Home to Home colour ad

Please call Gloria Wong at 781-5447 to inquire further on CREB Publications Bundled Rates

*All ads placed in the Calgary Real Estate News must be of equal or greater (in proportion) size to the Home to Home ad to receive full discount



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Material & Image Requirements

Supplied Ad Format List

.QXD (QuarkXPress)

MAC platform only

- Provide original file with all images and fonts collected
- All images must be @ 300 dpi and CMYK
- Please provide MAC fonts used with the file to avoid font substitution
- Ensure that black type that is used is 100% pure black (C-0% M-0% Y-0% K-100%)

.PDF (Adobe Portable Document Format)

- Output with "PDFX1a" setting (the optimum press setting available)
- Ensure everything included to produce the document was CMYK (as well as the document itself)
- Embed all fonts
- Ensure that black type that is used is 100% pure black (C-0% M-0% Y-0% K-100%)

.AI & .EPS (Adobe Illustrator or other vector editing software)

- Images (photographs and logos) should be linked, not embedded
- All photographs must be @ 300 dpi and CMYK
- All linked photographs must be provided on accepted media (see below)
- Please convert all type (fonts) to outlines to avoid font substitution
- Ensure that .AI files are saved as a "legacy" file
- Ensure that black type that is used is 100% pure black (C-0% M-0% Y-0% K-100%)

.PSD (Adobe Photoshop)

- File must be in CMYK @ 300 dpi
- Do not flatten the image
- Provide all type (fonts) on disk
- Ensure that black type that is used is 100% pure black (C-0% M-0% Y-0% K-100%)

.TIFF (Adobe Photoshop or other bitmap editing software)

- File must be in CMYK @ 300 dpi (flattened)
- Ensure file is created to exact measurements
- Ensure that black type that is used is 100% pure black (C-0% M-0% Y-0% K-100%)

Home to Home will accept digital files (referenced above) that are submitted via:

- **e-mail** (as an attachment, preferably self-extracting Stuff-It format (.sea))
- **compact disc** (MAC formatted CD)
- **digital video disc** (MAC formatted DVD)
- **ftp** (using FETCH or WS_FTP)



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Material & Image Requirements – continued

Unacceptable Digital File Formats

Home to Home does not accept the following file formats for publishing:

- PageMaker
- Publisher
- CorelDraw (or any Corel product)
- Macromedia Freehand (or any Macromedia product)
- MS Office (Word, Excel, Powerpoint) and other native O/S file formats

Submitting Digital Files Electronically

E-Mail Address: hometohome@creb.ca

- When submitting digital files via e-mail, please indicate in the subject line who the e-mail is to be made attention to (your account executive)
- Please ensure that each individual e-mail does not exceed a file size limit of 8 megabytes

FTP Information:

Host: **ftp.creb.com**
User Name: **home2home**
Password: **h0me2h0me**
Directory: **client_ads**

- When submitting digital files via FTP site, please send an e-mail to hometohome@creb.ca to notify your account executive that the file is ready to be downloaded off the site
- Please keep all file names to under 15 characters long
- If you have any questions regarding the information above, please don't hesitate to call Mark Hobbs at (403) 781-1365.

Ad Building Guidelines

- For bleed ads (DPS, 1/2 Dbl Truck & Full Page ads only) build your document to the trim size and extend images 1/4" beyond the document on all sides. Live images and type must be a minimum of 1/8" inside the trim size measurements
- The publication is printed at a line screen of 150 lpi. Images must be scanned at 300 dpi for print
- All ads must be CMYK format. RGB images will print incorrectly
- Images and graphics should NOT use any form of compression, including (but not limited to) JPEG compression, JPEG encoding & LZW compression
- Ensure all Pantone® colours are converted to traditional CMYK colour values



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Material & Image Requirements - continued

Delivery of Ad Materials

When submitting ad files (*using compact disc (CD) or digital video disc (DVD)*) or colour guidance (matchprint), please send material to:

Gloria Wong
Home to Home Calgary
Calgary Real Estate Board
300 Manning Road NE
Calgary AB CA
T2E-8K4

- All built ads should be accompanied by a matchprint (colour guidance), otherwise *Home to Home Calgary* will assume no responsibility for any colour errors if a hard copy is not supplied
- All supplied advertising materials will be destroyed by the publisher after 12 months, unless return is requested in writing

Advertising Production Guidelines

- When submitting any ad material, please ensure you provide an e-mail address or fax number that the ad proof(s) can be sent to
- A maximum of 2 proofs will be provided, any further changes requested will be billed to the client at the standard hourly rate
- Production costs are included for supplied formatted ads, as well as ads that are created by our in-house graphic designers (that are queued in our production schedule)



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2005/2006 Deadline Dates & Issue Calendar

Issue	Space/Material Closing Date	On-Stands Date
October '05	10/14/05	10/28/05
November '05	11/10/05	11/25/05
December '05	12/09/05	12/23/05
January '06	01/06/06	01/20/06
February '06	02/03/06	02/17/06
March '06	03/03/06	03/17/06
April '06	03/31/06	04/14/06
May '06	04/28/06	05/12/06
June '06	05/26/06	06/09/06
July '06	06/23/06	07/07/06
August '06	07/21/06	08/04/06
September '06	08/18/06	09/01/06
September '06	09/15/06	09/29/06

Home to Home Calgary is published 13 times a year, once every 4 weeks.